

ABSTRACT OF THE DISCLOSURE

A broadcasting system which includes a broadcasting apparatus and a reception apparatus and which achieves interactiveness using a broadcast wave. The broadcasting apparatus includes a content storing unit for storing the plurality of contents, each content including a set of video data and a set of control information that indicates another content that is a link destination for a present content, and a transmitting unit for multiplexing a set of video data and a plurality of sets of the same control information included in a same content as the set of video data, and for transmitting the multiplexed sets of video data and control information. The reception apparatus includes an extracting unit for extracting a set of video data and a set of control information in a same content as the set of video data, a storing unit for storing the extracted set of control information, a reproducing unit for reproducing the extracted set of video data and outputting an image signal, an operation unit for receiving a user operation that indicates a content switching, and a control unit for controlling the extracting unit to extract another content indicated by the set of control information stored in the storing unit, in accordance with the user operation.